LISTING OF CLAIMS

1.   (Cancelled).

2.   (Cancelled).

3.   (Cancelled).

4.   (Cancelled).

5.   (Cancelled).

6.   (Cancelled)

7.   (Cancelled).

8.   (Cancelled).

9.   (Currently Amended) An article comprising a computer readable medium having computer program code tangibly stored in ~~a~~ the computer readable medium executable by a computer comprising a set of instructions for assessing institutional food service needs on a campus according to the following steps:

    a)   inputting data regarding :

        1)   ~~campus geography comprising one or more of:~~ location of buildings, roads, landscape features, traffic patterns, travel time between buildings, and any obstacles or impediments to travel;

        2)   ~~campus architecture comprising one or more of:~~ use, location, attendance rates, and schedule of each building;

        3)   ~~population comprising one or more of:~~ location, time, purpose, and schedules of individuals;

4)   ~~food service preferences and desires comprising one or more of:~~ dining style, meal-type, grocery, food types, desired services, desired eating and snacking times, and food preferences; and

5)   ~~existing services comprising one or more of~~ location <u>and type</u> of ~~services,~~ on-campus services<u>,</u> <u>and</u> off-campus services<u>, satisfaction, and type of services</u>;

b)   segmenting the campus into geographic units and day parts;

~~c)   identifying each need not met by current services as an opportunity gap;~~

~~d)~~ <u>c)</u>   for each geographic unit and day part, generating optimal facility locations and one or more optimal services corresponding to the facility locations and day parts selected from the group consisting of brands, hours, design layouts, and meal plans; and

~~e)~~ <u>d)</u>   generating a financial model for each of said optimal facility locations.

10.   (Cancelled).

11.   (Cancelled).

12.   (Cancelled).

13.   (Cancelled).

14.   (Cancelled)

15.   (Currently Amended) A computer system for managing a campus food service system comprising:

a database; and

a computer including ~~the~~ computer readable medium <u>having</u> <u>computer program code</u> <u>tangibly stored in a the computer readable medium executable by a computer comprising a set of</u> <u>instructions for assessing institutional food service needs on a campus according to the following</u> <u>steps:</u>

a)   inputting data regarding :

1)   location of buildings, roads, landscape features, traffic patterns, travel time between buildings, and any obstacles or impediments to travel;

2)   use, location, attendance rates, and schedule of each building;

3)   location, time, purpose, and schedules of individuals;

4)   dining style, meal-type, grocery, food types, desired services, desired eating and snacking times, and food preferences; and

5)   location and type of on-campus services and off-campus services;

b)   segmenting the campus into geographic units and day parts;

c)   for each geographic unit and day part, generating optimal facility locations and one or more optimal services corresponding to the facility locations and day parts selected from the group consisting of brands, hours, design layouts, and meal plans; and

d)   generating a financial model for each of said optimal facility locations of claim 1, programmed to optimize the campus food service system based on responses to surveys of patrons and potential patrons,

the database including records of facilities, staff, menu options, times of services, campus calendar, and the responses comprising patron and potential patron preferences, wherein the computer system generates, in addition to the facility locations and financial models, schedules of menu items, staff, and service times for each dining facility.

16.   (Currently Amended) The article of claim 1 9 configured to generate a plan for providing, updating, and /or expanding services based on population and sub/population factors.

17.   (Currently Amended) The article of claim 1 9 wherein the campus is a university campus.

18.   (Currently Amended) A method of generating optimal dining facility locations on a campus and generating a financial model for each of said optimal dining facility locations comprising

a)   using a computer, inputting data regarding:

1)   campus geography comprising one or more of: location of buildings, roads, landscape features, traffic patterns, travel time between buildings, and obstacles or impediments to travel;

2)   campus architecture comprising one or more of: use, location, attendance rates, and schedule of each building;

3)   population comprising one or more of: location, time, purpose, and schedules of individuals;

4)   food service preferences and desires comprising one or more of: dining style, meal-type, grocery, food types, desired services, desired eating and snacking times, and food preferences; and

5)   existing services comprising one or more of location of services, on-campus services, off-campus services, satisfaction, and type of services;

b)   using a computer, segmenting the campus into geographic units and day parts;

c)   ~~using a computer, identifying each need not met by current services as an opportunity gap;~~

~~d)~~ c)   for each geographic unit and day part, generating optimal facility locations and one or more optimal services corresponding to the facility locations and day parts selected from the group consisting of brands, hours, design layouts, and meal plans and,

~~e)~~ d)   using a computer, generating a financial model for each of said optimal facility locations.

19.   (Previously Presented) The method of claim 18 wherein the campus is a university

campus.

20.   (Previously Presented) The method of claim 18 including using a computer to generate

schedules of menu items and staff for each at least one dining facility on the campus.

21.   (Previously Presented) The article of claim 9 comprising generating optimal brands,

hours, design layouts, and meal plans corresponding to the facility locations.

22.   (Previously Presented) The method of claim 18 comprising generating optimal brands,

hours, design layouts, and meal plans corresponding to the facility locations.